




CENTRAL INTELLIGENCE AGENCY

INFORMATION REPORT

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COUNTRY	Ecuador	REPORT NO.	
SUBJECT	Propaganda Efforts of Communist Party of Ecuador (PCE)	DATE DISTR.	8 April 1954
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1. The newsstand of the Communist Party of Ecuador (PCE), located at the Guayaquil Palace of Communications and operated by Ernesto ROSSI Delgado, and the bookstore maintained at the offices of Dr. Alfonso QUIJANO Cobos have both been reported to be in poor financial condition. Late in February the PCE decided, with the approval of ROSSI, to suspend operations of the newsstand and bookstore. The newsstand would be turned over to any comrade who desired to assume the business and could pay the rent, with the understanding that he would continue to sell the PCE newspaper El Pueblo there, as well as bits of Communist literature remaining in stock or received

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2. Ana BARTONOVA de Echeverria, wife of Rafael ECHEVERRIA Flores, one of the members of the Executive Committee of the PCE, stated that the Executive Committee of the Party, in a recent session, decided that the current style of Don Pepe, the new "humor" magazine published by Dr. Mentor MERA, PCE member, is too markedly pro-Communist and that an effort will be made in future issues to soften the tone of the "satire" so that the magazine will have a more general appeal. El Pueblo, the regular Party weekly, will continue to follow its customary line.

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